

## Message Text

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PAGE 01 MUNICH 01689 061537Z  
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 USIA-15 /035 W  
-----061707Z 084411 /53

R 061430Z JUN 77  
FM AMCONSUL MUNICH  
TO AMEMBASSY BONN  
INFO SECSTATE WASHDC 8585  
USDOC WASHDC  
AMCONSUL DUSSELDORF  
AMCONSUL FRANKFURT  
AMCONSUL BREMEN  
AMCONSUL HAMBURG  
AMCONSUL STUTTGART  
USMISSION USBERLIN

UNCLAS MUNICH 1689

USDOC FOR OIM/BIC WHITELEY; BONN FOR KILLOUGH; FRANKFURT ALSO  
FOR USTS

E.O. 11652: N/A  
TAGS: BEXP, GW  
SUBJECT: POST COMMENTS ON DRAFT FY 78 CCP FOR GERMANY

1. FOLLOWING ARE OUR COMMENTS ON LATEST DRAFT FY 78 CCP  
(RECEIVED JUNE 6).

2. CAPAIGN 3: SPORTING AND LEISURE TIME PRODUCTS. UNDER  
POINT YA, IN OUR OPINION A BIO AT THE CARAVAN AND BOAT SHOW  
IN MUNICH IN FEBRUARY 1978 WILL BE A MARGINAL OPERATION  
IN TERMS OF POTENTIAL. HOWEVER, WHAT POTENTIAL EXISTS COULD  
BE TAPPED BY PLACING THE BIO IN THE SECTION OF THE MMG FIAR  
BUILDINGS DEVOTED TO THE INTERNATIONAL TRAVEL SHOW, WHICH TAKES  
PLACE DURING THE SAME DATES (SEE BELOW).

3. CAPAIGN 4: CONSUMER GOODS (NON-SPORTING). ADD A NEW POINT  
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TO INCLUDE A BIO AT IKOFA IN MUNICH, SEPTEMBER 14-20, 1978.  
THIS INTERNATIONAL TRADE FAIR FOR THE FOOD INDUSTRY INCLUDES A  
FULL LINE OF NON-FOOD ARTICLES AND FOOD PREPARATION EQUIPMENT  
WHICH WOULD COMPLEMENT NICELY OUR EFFORTS IN THE HOUSEWARES  
(KOELN) AND NATIONAL HARDWARE (CHICAGO) SHOWS. EVEN  
SHOULD USDA DECIDE TO PARTICIPATE ONCE MORE IN IKOFA, WE HAVE  
ENTIRELY DIFFERENT TARGET AUDIENCES AND POTENTIAL TO TAP, AND

SHOULD BE ABLE TO KEEP OUT OF EACH OTHER'S HAIR. ON THE OTHER HAND, IF USDA DOES NOT PARTICIPATE DIRECTLY BUT WOULD LIKE SOME CHEAP EXPOSURE, WE WOULD THEN BE DELIGHTED IF THEY WOULD SEND SOMEONE DOWN FROM BONN TO HANDLE THE PURELY AGRICULTURAL SIDE OF THE SHOW IN OUR BIO.

4. CAMPAIGN 7, POINT 2. DELETE OUR BIO AT THE HANDWERKSMESSE (MARCH 1978), FOR TWO REASONS. FIRST, THE FAIR ORGANIZERS (A DIFFERENT ORGANIZATION FROM THE MMG) JUST TOLD US THAT THEY WILL HAVE NO ROOM AND ALREADY HAVE A WAITING LIST OF PRODUCTIVE EXHIBITORS; IF THEY MADE ROOM FOR US, THEY WOULD THUS BE IN AN EMBARRASSING POSITION. THEY CLEARLY HOPE THAT WE WILL NOT MAKE A FORMAL REQUEST FOR SPACE. SECOND, WE SURVEYED THE HANDWERKSMESSE THIS YEAR VERY CLOSELY AND DO NOT BELIEVE THAT IT HAS SIGNIFICANT POTENTIAL. THIS IS A GRAB-BAG FAIR, QUITE BROAD AND UNFOCUSSED IN SCOPE. THE ONLY REAL POTENTIAL WAS IN THE WOOD WORKING EQUIPMENT SECTION, AND WE COVERED THAT WITH A STROLLING SPRECHTAG.

5. CAMPAIGN 8: INCREASE TRAVEL TO US BY SUPPORTING USTS PROGRAM. ADD A POINT TO MOUNT BIO AT INTERNATIONAL TRAVEL SHOW IN MUNICH FROM FEBRUARY 4-12, 1978. WE RECOGNIZE THAT USTS PUTS ITS MONEY IN ITB AND THAT THE MUNICH SHOW IS OPEN TO THE PUBLIC. HOWEVER, INCREASING NUMBERS OF TRADE VISITORS ARE IN EVIDENCE HERE, AND OVERALL ATTENDANCE WAS UP 58 PER CENT LAST YEAR. WE BELIEVE THAT A MINIMUM AMOUNT OF USTS SEED MONEY WOULD GO A LONG WAY HERE AND WOULD LIKE TO MOUNT A BIO WHICH WOULD INCLUDE USTS FRANKFURT PERSONNEL. (THIS ITEM TO BE DISCUSSED FURTHER WITH MAX OLLENDORF DURING BONN CCP MEETING.)

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6. UNDER SECTION IV, ACTIVITY 2: TRADE PROMOTION EVENT SUPPORT, POINT 3, MUNICH WOULD LIKE TO RUN A BIO AT IFAT, THE INTERNATIONAL SEWAGE AND REFUSE ENGINEERING EXHIBITION WITH EUROPEAN SYMPOSIUM EAS (JUNE 5-10, 1978) IF FUNDS ARE AVAILABLE. NINE EUROPEAN COUNTRIES ARE COOPERATING IN MOUNTING THE SYMPOSIUM, AND THIS SHOULD BE A VERY IMPORTANT FAIR IN A GROWTH FIELD FOR US PRODUCTS. BETTS

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## Message Attributes

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